

# ATARI CONNECTION

ATARI INC., 1265 BORREGAS AVENUE, SUNNYVALE, CALIFORNIA 94086

## Promotions for Profits

### Arcade Location

One of the easiest ways to build up your base of repeat customers is to offer an incentive to return. How about trying the following simple promotion:

Give numbered tickets or coupons to patrons who ask for three or more dollars worth of change. Each week you can post a new ticket number awarding a free Atari T-Shirt or any other gift to the ticket holder.

Be sure to check for any legal restrictions against lottery or Bingo-type promotions in your area.

### Street Location

Here's an inexpensive way to encourage new players to try a game in your location. Besides that, you could get free publicity for your promotion.

Many people hesitate to try a coin-op game—they may be unaware of the clean wholesome competition these games offer.

What if they knew the money would be donated to a special charity organization? This would justify their expenditure and at the same time give positive exposure of the new image of games.

Game proceeds for a day, full week, month, or whatever time period can be donated to any charitable organization. In addition to doing a good deed you could receive local press coverage if you notify the media.

## Atari Soccer Makes U.S. Debut



Atari, Inc., the company that has pioneered sport simulation video games with the successful introduction of 'Atari Football™', 'Atari Basketball™', and others is now releasing 2 or 4 player 'Atari Soccer™' in limited quantities to distributors in the United States.

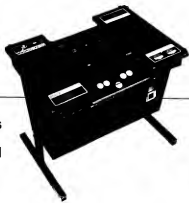
In making the announcement, Frank Ballouz, Atari Marketing Director, said "Atari Soccer has been thoroughly tested and refined in European markets, as well as testing very well in various U.S. markets. We feel the game is now ready for introduction in the U.S."

"The release of Atari Soccer is timed to coincide with the beginning of the soccer season as well as with the Spring arcade buying season," he added.

"We believe from the results we've seen that Atari Soccer will continue the winning tradition of our other Sports group games."

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## Atari Asteroids to be Released in New Cocktail Version



"Asteroids", Atari's world-wide video hit will be released in an all new cocktail table version in April, according to Frank Ballouz, the firm's Marketing Director.

"Because of Asteroids' incredible popularity as an upright game, there's been an increasing demand for a cabinet design that would allow the game to be placed in a wider variety of locations. Offering this new cocktail game, along with the upright version, will further extend the operator's location possibilities and increase his player base and profit potential," he said.

Asteroids' new cocktail game cabinet is visually attractive as well as practical. It represents a new approach in cabinet design that is a result of thorough human factors research and input from operators throughout the world.

Features include a 15 inch Atari QuadraScan™ TV display

system mounted in a rich rosewood table top. The table is covered by 3/16" tempered glass insulated against spills. Control panels are comfortably designed and easily visible through the glass for better playability. Sturdy heavy-duty legs are adjustable to five different heights to accommodate any location needs.

Serviceability features include quick-release hinged table top, hinged control panel, and hinged service door. The main PCB is mounted to the service door for easier access and maintenance.

The game also utilizes a larger capacity coin box and reliable one-piece coin control unit. For added security, the cashbox is accessible only through the service door.

Asteroids Cocktail's location versatility and per-square-foot return potential is further enhanced by its compact size. The game requires less than 2' x 3' of floor space.

## New International Distributors

Three new Atari distributors have been appointed to handle international sales for the company's coin-operated games, according to Ms. Sue Elliott, Atari International Sales Manager.

The Music Hire Group of Leeds in England has been appointed Co-distributor (together with Cherry Lefebvre of London) of Atari games in the United Kingdom.

Bo Billing, S.A. of Stockholm, Sweden has been appointed the exclusive distributor of coin-operated

equipment in Sweden.

Baba-Automaattiyhdistys of Helsinki in Finland is now the exclusive Atari distributor for Finland.

"We would like to extend a warm welcome and congratulations to our new distributors," Ms. Elliott said. "We look forward to our new associates and increased mutual success. We are certain that these fine organizations will help us better serve operators throughout Europe and the United Kingdom."

## Atari at Trade Exhibitions

Atari will be attending four national and two international coin industry trade exhibitions during March and April including:

**Association of College Unions International**, March 23-25, Minneapolis, Minnesota

**Florida Amusement Merchandising Association**, March 21-23, Orlando, Florida.

**Amusement Operators Exposition**, March 20-22, New Orleans, Louisiana.

**International Coin Machine Trade Show**, April 18-20, New York City.

Sue Elliott, Atari's International Sales Manager, will also attend industry trade shows in Milan, Italy and Dublin, Ireland during April. She will assist Atari distributors in those countries with the demonstration and sale of Atari products.

"Our attendance at these shows is an important aspect of our marketing program," commented Frank Ballouz, Director of Marketing.

"The shows are a valuable source of feedback from our distributors and operators as well as a primary method for letting operators get first-hand experience with our games. The more we learn, the more we can develop games the industry can use successfully," he added.

### TECHNICAL TIP

## Asteroids™

Because shortages of some integrated circuits required substitutions during the production of Asteroids, some confusion may result.

The following changes were made from Revision B to Revision C printed circuit boards:

### FROM

74LS399: (6 locations)  
A10, B10, C10, D10, E10, F10

### TO

74LS157: A10, C10, E10, B/C10, D/E10, F/H10  
74LS274: B10, D10  
74LS174: F10

Keep this list for reference just in case you happen to refer to the wrong schematic revision.

## Operators of the Eighties March Profile: Bob Rothman, Columbus, Ohio

Bob Rothman of Nine Limited Leasing is a street operator, but not a conventional street operator. His business started four years ago and has grown into an operation with 28 "mini game rooms." His "mini game rooms" are in locations such as pizza parlors, large restaurants, cocktail lounges, bowling alleys, skating rinks, discotheques, and a skateboard park.

Mr. Rothman was nominated as an Operator of the Eighties because of his unique business approach to a route operation.



### THE "MINI ARCADE"

Bob Rothman operates an average of 10-12 pieces per location. By operating a larger number of pieces per location, many business expenses, including servicing and transportation, are reduced.

The positive attitude of his customers toward the new, high volume video games has been instrumental in the creation of his "mini game room" concept. Across all of his locations, Bob's game mix is approximately 60% video to 40% pinball.

"For the average street location, the pins are still the bread and butter," Bob noted. "But for us the videos have been very strong. Take Sea Wolf II and Sprint 2—they were high earners initially and then leveled off, but their lowest is still high compared to a pin of the same vintage."

### TOKEN OPERATION

The token operation Bob offers to his locations gives greater flexibility and security to the operator and the location.

The token machines in his locations have been used for specials and promotions. For instance, during the off-season in his skateboard park location, the token changer has been adjusted to give five

tokens for a dollar. The pizza parlors use tokens as giveaways for part of their birthday package promotions, and also give them away with particular food specials, such as with the purchase of a family-sized pizza.

### FINANCIAL RELATIONSHIP WITH ACCOUNTS

For many new accounts, the percentage split that Bob uses is 60-40, with Bob getting the larger amount.

As an alternative to the 60-40 collections split, the locations may choose to help Bob cover the overhead of the newest and best equipment. In order to do this, Bob and the location must first come to a mutually agreeable "weekly value" of the new game to be deducted from the cash box over a certain period of time. Bob used ASTEROIDS as an example: Over a year's period, \$40 per week could be deducted from the cash box to cover the cost of the ASTEROIDS game (\$20 of Bob's money, and \$20 of the location's money). The remainder of the money in the cashbox would then be split 60-50.

### LEGAL BATTLES

According to Bob, zoning restrictions, the licensing and taxing of games and obtaining arcade licenses will continue to be a problem for his business. Bob feels that the best way to fight restrictive legislation is by improving the image of the industry in general.

Bob himself has gone before the legislature several times in the last six years to help fight against legal restrictions on amusement games. He has shown pictures of his clean, well-managed locations before the city council of Columbus to illustrate the good side of family amusement centers. His efforts were successful on those occasions.

With his unique approaches to the street operation, offering his locations the best of new equip-



ment, token operations and his personal commitment to the positive image of our industry, Bob Rothman is truly an Operator of the Eighties. Atari's best wishes for continued success in your business, Bob, and thank you for sharing your ideas with Coin Connection readers.

## Regional Sales Managers Appointed



Lenore Sayere and Tom Pett have been named regional sales managers for the coin-operated games division of Atari, according to Frank Ballou, Marketing Director of the company.

Ms. Sayere returns to Atari after serving as Vice President of Marketing at Cinematronics for the past nine months.

Pett, who joined Atari part-time in 1977, has held various positions with the company in manufacturing, sales order processing, and recently as sales representative.

Don Osborne, Atari's National Sales Manager, commenting about the promotions said, "We are pleased to have Lenore back with us. The experience in all phases of sales she had previously with Atari and with Cinematronics will add greatly to our ability to serve our distributors."

"Tom's enthusiasm and thorough industry knowledge also make him a valuable addition to our sales management team."

Both will report directly to Don Osborne. Lenore's territorial responsibility will include the Northeast, Northwest, and upper Midwest. Tom will handle sales in the Southwest, Southeast and Lower Midwest. Both will also be responsible for the introduction and sales of products planned for new markets.

## Soccer Makes U.S. Debut

(continued)

"Soccer as a U.S. sport is enjoying an incredible surge of popularity both as a spectator and as a player sport. Amateur and professional leagues are growing in every city in the U.S. And that interest extends from young children in AYSO leagues right up to older players. That means Atari Soccer is going to be ideal for street or arcade locations," he continued.

Atari Soccer simulates the realism and unchallenging play action of an actual game. Exclusive Atari Trak-Ball™ controls allow instant movement and control of key players in any direction.

The game can be played by either two or four players. In the four player game, each player plays with two controllable men and allows cooperation between teammates. The two player version allows each player one controllable man.

There are a variety of options to challenge players including Kick/Face and Offside. Operator options maximize earnings like Add-A-Coin™ continuous play, adjustable game times, coinage and language.

"Atari is planning some exciting promotional support for the game," Ballous said. "We want to make sure players don't miss the challenge and competitive intensity this game offers."

## Service Specials

This month's "special" is a list of suggestions that will help us help you expedite your parts orders more efficiently and provide you with the best service possible.

1. All parts orders must be placed with your Atari distributor.
2. Please provide your distributor with the Atari part number for the item you need.
3. If the part number is not available, please give a complete description of the part, what game the part is used on, and where the part is located in the game.

4. Manuals are available for purchase from your Atari distributor.  
5. Telehelp numbers are as follows:

California: (800) 838-1611.  
Callers within California must call 408-748-2900.

New Jersey: (800) 826-3649 (for technical assistance only.) Callers within New Jersey must call 201-469-6993.

6. Customer Service business hours:

California: 7:30 AM to 4:00 PM PST  
New Jersey: 8:00 AM to 5:00 PM EST

## Attention Atari Sprint 4 Owners!

As a result of many field requests by SPRINT 4™ owners, Atari has developed ALL-NEW SPRINT 4 ROMS to modify the existing game play. The new ROMS increase player challenge and competition, while maintaining the excitement of driving the SPRINT 4.

The new ROMS are designed to decrease the size of the cars, limit the number of drones according to

one-, two-, and three-player games, and allow a player bonus for the high score in a four-player game (option selectable). Any start switch starts all players with credit and subsequent coins now start players immediately into the game.

Operators can obtain the new SPRINT 4 modification ROMS for under \$150. Contact your local Atari distributor for information.

## Publications Department Honored

Atari's Coin-op Publications Department recently won an award in a San Francisco Bay area technical publications competition. In February, the Hercules™ Illustrated Parts Catalog won the award of excellence in the competition, jointly sponsored by the Golden Gate and Pacific chapters of the Society for Technical Com-

munication. The 48 page parts catalog has been submitted, along with other 1st- and 2nd-place winners, to the international competition at the society's headquarters in Washington, DC. In addition, Atari's Subs™ Operation, Maintenance and Service Manual won an award of merit in the competition.

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